

## **Title: 2017 NYS IPM Program Communication Team Status Report**

**Date:** January 31, 2018

**Project Leaders:** Mary Woodsen, science writer; Karen English, website and graphic designer

**Abstract:** In 2017 the NYS IPM Program's communications team researched, wrote, and designed our 2016–17 annual report, distributed news releases on our Excellence in IPM award recipients, continued and expanded our social media reach via Facebook posts, our Twitter feed, our *ThinkIPM* blog, added 40 new videos to our YouTube channel, updated and reformatted portions of our website ([nysipm.cornell.edu](http://nysipm.cornell.edu)), and provided graphic design for other projects and commodities.

**Description:** We take special care with design and copy for our flagship *Year in Review*, ie. our annual report, preferring strong narratives and visuals. While we followed the classic layout of two stories per commodity and four or five for community (five this year), we wove them together with four extras—cross-commodity stories on pollinators, climate, the Cooperative Agricultural Pest Survey (CAPs), and the 2016 drought and its substantial impact on IPM research—not to mention issues related both to farmers and communities. These included the usual mini-stories, most of which accompany the photos that illustrate our stories, though some are stand-alones. We also pay close attention to our website's usefulness and functionality, updating it as needed; seek learning opportunities via Cornell Communicators; provide graphic design in support of our colleagues; and much more.

### **Year in Review 2016–17:**

Our *Year in Review* stories and their mini-stories are listed here. On occasion we run stand-alone mini-stories. These also accompany the photos on our front and back covers and the stories implicit within them. (If you don't see a vertical slash in an item on this list, it's a stand-alone mini-story.)

- *Front cover: Small rodents...mice play a critical role in spreading Lyme disease.*
- *Planning for Pollinators | Four hundred-plus wild pollinator...s*
- *Deck the Halls | Swiss? Not always neutral*
- *Hops on Top | Cosmos are an old-time favorite...*
- *Tiny Wasp Targets Cutthroat Cutworm | It's a vicious cycle...*
- *So Many Acres, So Little Time*
- *Ticked Off! | The aggressive lone star tick...*
- *Farm Tested | When it comes to pests...*
- *When It Comes to Surveys, We Like Zeros | We like zeros...*
- *Bee-utiful Golf | Though it was a drought year...*
- *Farm Tested | When it comes to pests...*
- *The Root of the Problem | NDVI and all that jazz:*
- *Learning Biocontrol—One Bug at a Time | Theory or practice?*
- *See It to Believe It | Do dairy cattle know...*
- *Hey kids: raise your hand if...*
- *Zika isn't an in-your-face thing yet...*
- *A Paradise for Bees—and People | Gorgeous signs, informative workshops, and great testimonials):*
- *Pests and Pupils Don't Mix | Here's how you remove a tick:*
- *Climate, Weather, Data: Change is the Name of the Game | Cornell's climate change garden...*
- *How Dry I Am | What's wrong with this picture?*
- *Back cover: Overseeding is the number one way...*

We wrote and distributed these media releases:

- “Patrick Hooker, IPM advocate and New York agriculture leader, earns Excellence in IPM award” (January 5, 2017)

- “Curiosity and expertise earn Excellence in IPM award for Cornell “pumpkin whisperer” (January 18, 2017)
- “Organic farmer earns Excellence in IPM award for inventiveness, outreach” (January 20, 2017)
- “Mother-daughter team earns Excellence for IPM award for outreach at Christmas tree farm” (January 27, 2017)
- “Unparalleled integrity, conviction earn Excellence in IPM award for legendary “Rat Czar” (February 7, 2017)
- “Outstanding work, advocacy earn Excellence in IPM award for Cornell Cooperative Extension educator” (March 8, 2017)
- “Inspired leadership, advocacy on bed bug front earn Excellence in IPM Award for assistant district attorney” (March 24, 2017)
- “Personal touch plus professionalism earn Excellence in IPM award for grape specialist” (August 11, 2017)
- “Climate, Weather, Data: Protecting Our Crops and Landscapes” (our second in a series of statewide conferences and held August 15, 2016)
- “Inquisitiveness and high standards earn horticulturalist Jim Diermeier an Excellence in IPM award” (November 15, 2017)

We wrote or coauthored these *Think IPM* blogs, particularly those relating to Earth Day, invasive species, ticks and Lyme disease, pollinators, and Excellence in IPM awardees Bobby Corrigan and Patrick Hooker:

- Woodsen, Mary. “Rat czar Robert (Bobby) Corrigan earns IPM award.” *Think IPM Blog*, February 14, 2017.
- Woodsen, Mary. “Happy Cows, More Milk — Organic Dairy Guide en Español.” *ThinkIPM Blog*, February 22, 2017.
- Woodsen, Mary. “Hundreds of on-farm research trials later, a NYS IPM award for Christy Hoepting.” *ThinkIPM Blog*, March 9, 2017.
- Woodsen, Mary. “Invasive species New York: save the date for IPM conference.” *ThinkIPM Blog*, March 16, 2017.
- Woodsen, Mary. “IPM celebrates Earth Day — the countdown to April 22.” *ThinkIPM Blog*, March 23, 2017.
- Woodsen, Mary. “Earth Day IPM for birds and bees — and native plants that nourish them.” *ThinkIPM Blog*, March 29, 2017.
- Woodsen, Mary. “Every Day is Earth Day — and the IPM Connection.” *ThinkIPM Blog*, April 7, 2017.
- Woodsen, Mary. “Earth Day. It’s Every Day. Especially for Farmers.” *ThinkIPM Blog*, April 12, 2017.
- Woodsen, Mary. “Peeper Season, Earth Day, and Scouting With Your Ears for a Healthy Watershed.” *ThinkIPM Blog*, April 20, 2017.
- Woodsen, Mary. “The Monarchs Are Coming, Ready or Not.” *ThinkIPM Blog*, April 25, 2017.
- Woodsen, Mary. “Inspired leadership, advocacy on bed bug front = Excellence in IPM award.” *ThinkIPM Blog*, May 11, 2017.
- Woodsen, Mary. “Keep Off the Grass? IPM for Anyone With a Lawnmower.” *ThinkIPM Blog*, May 16, 2017.
- Woodsen, Mary. “Informing on Invasives: a Conservation Ethic.” *ThinkIPM Blog*, June 1, 2017.
- Woodsen, Mary. “Invasives are pests! Learn more at our July IPM conference.” *ThinkIPM Blog*, June 7, 2017.
- Woodsen, Mary. “Tick Trickery and Lyme Disease: the Great Imitator? Sometimes.” *ThinkIPM Blog*, May 9, 2017.
- Woodsen, Mary. “It’s Pollinator Week. Read All About It.” *ThinkIPM Blog*, June 19, 2017.
- Woodsen, Mary. “Biocontrols for Invasive Pest Help Save Mountain Forests” *ThinkIPM Blog*, New York State Integrated Pest Management Program, Cornell University 6 July, 2017.

- Woodsen, Mary. “It’s Invasive Species Awareness Week all over the U.S.” *ThinkIPM Blog*, New York State Integrated Pest Management Program, Cornell University 11 July, 2017.
- Woodsen, Mary. “Invasives IPM Update: ALB and oak wilt stand-ins” *ThinkIPM Blog*, New York State Integrated Pest Management Program, Cornell University 10 August, 2017.
- Woodsen, Mary. “Of pollinators and postage stamps — forever” *ThinkIPM Blog*, New York State Integrated Pest Management Program, Cornell University, 16 August, 2017.
- Woodsen, Mary. “Getting ticked? Bummed about Lyme disease? You’re not alone” *ThinkIPM Blog*, New York State Integrated Pest Management Program, Cornell University, 24 August, 2017.
- Woodsen, Mary. “35,500 western bean cutworms later, it’s a record year for IPM in corn” *ThinkIPM Blog*, New York State Integrated Pest Management Program, Cornell University, 13 September, 2017.
- Woodsen, Mary. “It’s Hay Fever Season — and the Culprit Unmasked” *ThinkIPM Blog*, New York State Integrated Pest Management Program, Cornell University, 21 September, 2017.
- Woodsen, Mary. “It’s (still) tick season — and will be evermore” *ThinkIPM Blog*, New York State Integrated Pest Management Program, Cornell University 1 November, 2017.
- Woodsen, Mary. “Pollinators, awards - and IPM” *ThinkIPM Blog*, New York State Integrated Pest Management Program, Cornell University 7 November, 2017.
- Woodsen, Mary. “How to choose a healthy, happy Christmas tree” *ThinkIPM Blog*, New York State Integrated Pest Management Program, Cornell University 2 December, 2017.
- Woodsen, Mary. “Wasps in winter? the IPM do-nothing approach” *ThinkIPM Blog*, New York State Integrated Pest Management Program, Cornell University 8 December, 2017.

We also post often to our Twitter account, though IPM’s *Think IPM* blog sometimes suffers when other projects—our *Year in Review*, for instance—take priority.

During 2017 we:

- Attended several educational CALS branding and social media workshops
- Participated in interviews with candidates for our livestock and field crops coordinator position
- Participated in IPM’s twice-yearly inspiring and educational all-staff meetings; Karen English was on the planning committee; with her fellow planners, she facilitated the December 6 – 7 all-staff meeting.
- Wrote the occasional Facebook post (for Mary, not her forte; involves a bit of relearning each time)

NYS IPM Program Website statistics for the Year 2017:

- Unique PageViews requested from the website: **189,346**
- Number of Downloads at the NYS IPM Community at eCommons for the year 2017:
- From the Publications Collection: **541,627**
- From the Project Reports Collection: 75,173
- Total: 806,146

Website additions:

- Republished past years’ Excellence in IPM Awards, completed with Mary Thurn’s help. Visitors can now access all awards from 1996 to the current year.
- Created a new page: “White Rot of Alliums.”
- With John Gibbons’ help, “Vegetable IPM Practices” was installed on the website as an online version of Cornell’s “Integrated Crop and Pest Management Guidelines for Commercial Vegetable Production.”
- Updated the Landscapes, Parks & Golf Courses webpage
- Environmental Impact Quotient page: updated Table 2, and corrected layout errors in pdf of original paper.
- Reformatted 12 Organic Vegetable Project Reports for publishing on the nysipm server
- Updated online Vegetable CCE Programs
- Published nine Excellence in IPM award media releases

#### Additions to eCommons:

- Republishing past years' project reports was completed this year with the help of Mary Thurn. Visitors can now access all project reports from the current year to year 1996.
- Nine new or updated documents were published in the Publications collection.
- Worked with eCommons admin to correct author metadata of Field Crops Management Guides
- Worked with eCommons programmer to access more accurate counts of our documents' download numbers

#### Additions to our YouTube channel: 40 new videos such as *Mechanical Cultivation Equipment Demo Day* and including videos from these NYS IPM conferences and webinars:

- Invasive Species Conference
- Climate, Weather, and Data Conference
- Protecting Pollinators Conference
- Greenhouse & High Tunnel Vegetable IPM Webinar
- Greenhouse Pesticide Resistance Webinar

#### Updates to our blogs:

- We have a new blog, *Biocontrol Bytes*

#### Graphic Design, General IPM:

- Designed and produced the NYSIPM Annual Report 2017; gathered photos
- Resolved copyright infringement of our Organic Guidelines
- Designed and prepared file for printer: new *What is IPM?* Banner, produced as a stand-up poster
- Created the poster and other supporting graphics for the NYS IPM Invasive Species Conference
- Created a new "History of the IPM House" poster and general signage; organized other support materials for the NYS IPM Open House
- Reformatted the NYS IPM Program's Vision Guide
- Updated the NYS IPM Staff Directory

#### Graphic Design, Community:

- Created a template for "Minimum Risk Pesticides" documents
- Acted as consultant for the Don't Get Ticked NY Campaign, particularly for contracting with an outside graphic design firm
- Continued guidance for the "Home and Garden Guide" project

#### Graphic Design, Fruit:

- Assembled and published 5 documents

#### Graphic Design, Vegetables:

- Sweet Corn App Project: Created three icons and the website banner; began search for photos
- Completed and published the *Swede Midge* fact sheet
- Finished updating the Sweet Corn Scouting Record
- Reformatted 12 Organic Vegetable Project Reports for publishing on the nysipm server
- Created a Sweet Corn Pheromone Trap Poster for Empire Farm Days
- Formatted and published the *Swede Midge* fact sheet

#### Graphic Design, Livestock & Field Crops:

- Updated 10 Field Crops Management Guide Brochures, published at eCommons
- Finished and published *Guía del Manejo Integrado de Plagas (MIP) para los Ranchos Orgánicos*

- In preparation: *Las Moscas que son Plagas para el Ganado y Caballos en Agostadero* and *El Manejo Integrado de las Moscas en y alrededor de los Establos de Vacas Lecheras y Ganado*

#### Graphic Design, Ornamental Crops:

- Coordinated Cornell IT programmers and IPM personnel in recreating the Interactive Plant Manager on our website. Created a template for the Version 1 fact sheets; tutored Mary Thurn with their construction.
- Created the cover and boilerplate for the *Forest Pests Handbook*
- Designed the *Disease and Insect Resistant Ornamental Plants* Fact Sheets, and trained Mary Thurn to populate them; reviewed her work
- Reformatted *Alternatives to Invasive Plants* handout by reassembling data into tables for better comprehension

#### Outreach: Created and staged support materials for these events:

- NYS Agricultural Society's Forum
- NYS IPM's Invasive Species Conference
- Empire Farm Days
- Senators Flannigan and Helming's visit to NYSAES
- NYS IPM Open House
- Senator Pam Helming's Tick Forum